

Lotus.



Department of Energy Interlab 2000

Scott Cooper

Vice President, Knowledge Management Products



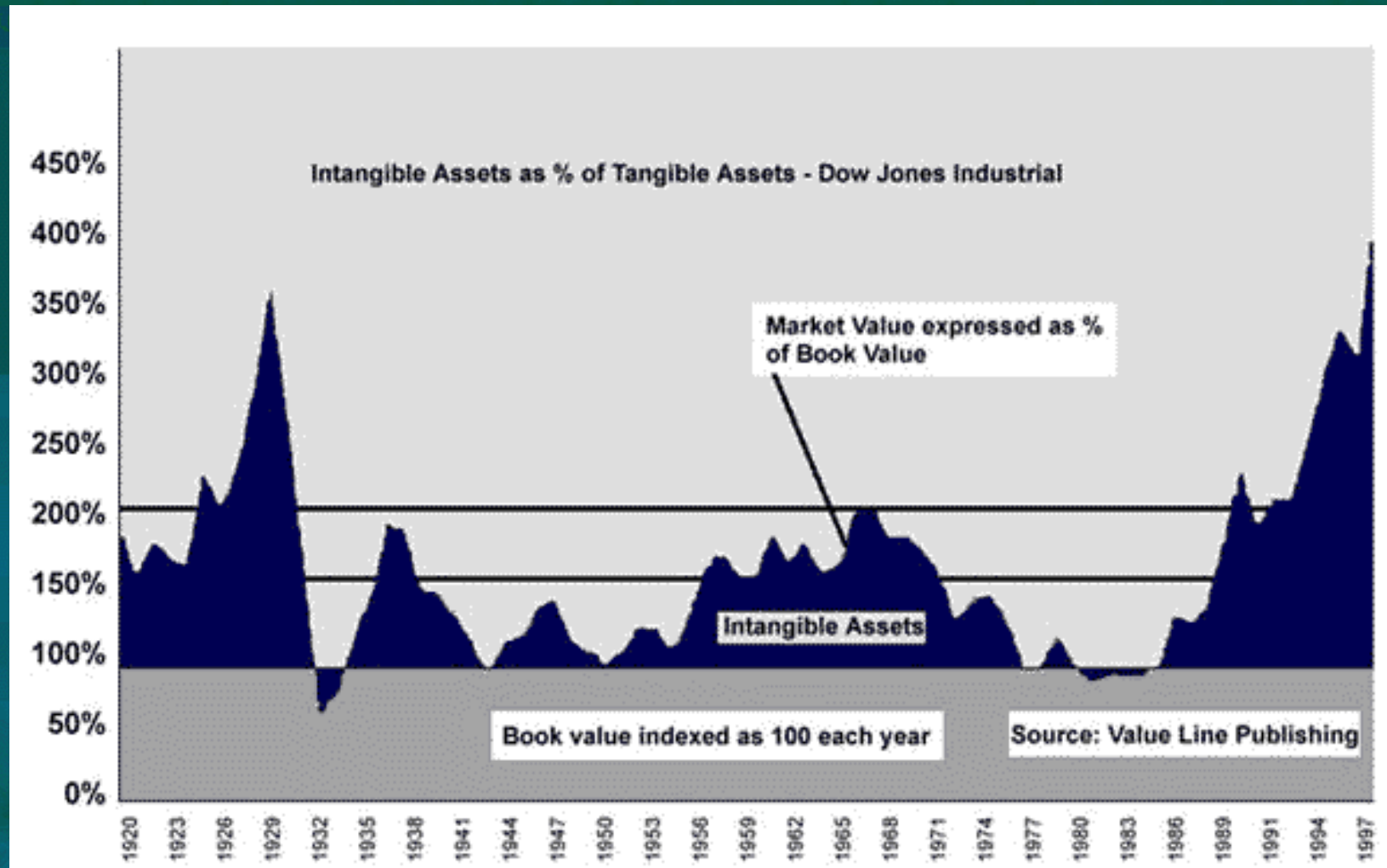
start **T**alking
and get to
Work

IBM.

Lotus.

The New Economy

Information & Knowledge - the means of production



Burson-Marsteller

One such customer, Burson-Marsteller, has used Lotus technology to tap the expertise that existed within its worldwide organization and then apply it in a purposeful way.

As a result, Burson-Marsteller has dramatically reduced the time it takes to respond to a PR crisis -- and improved the quality of that response.

Burson-Marsteller Managing Perceptions, Building Informed Opinions, Delivering Results

What's New?

[Levi's Painted Bodies Gets Results](#)

Y2K

[CEO Driving Lessons](#)

[Lotus Features B-M in Advertising](#)

[B-M Alumni Center](#)


the **Listeners**
Measuring and Optimizing
Visitor Satisfaction on the Web



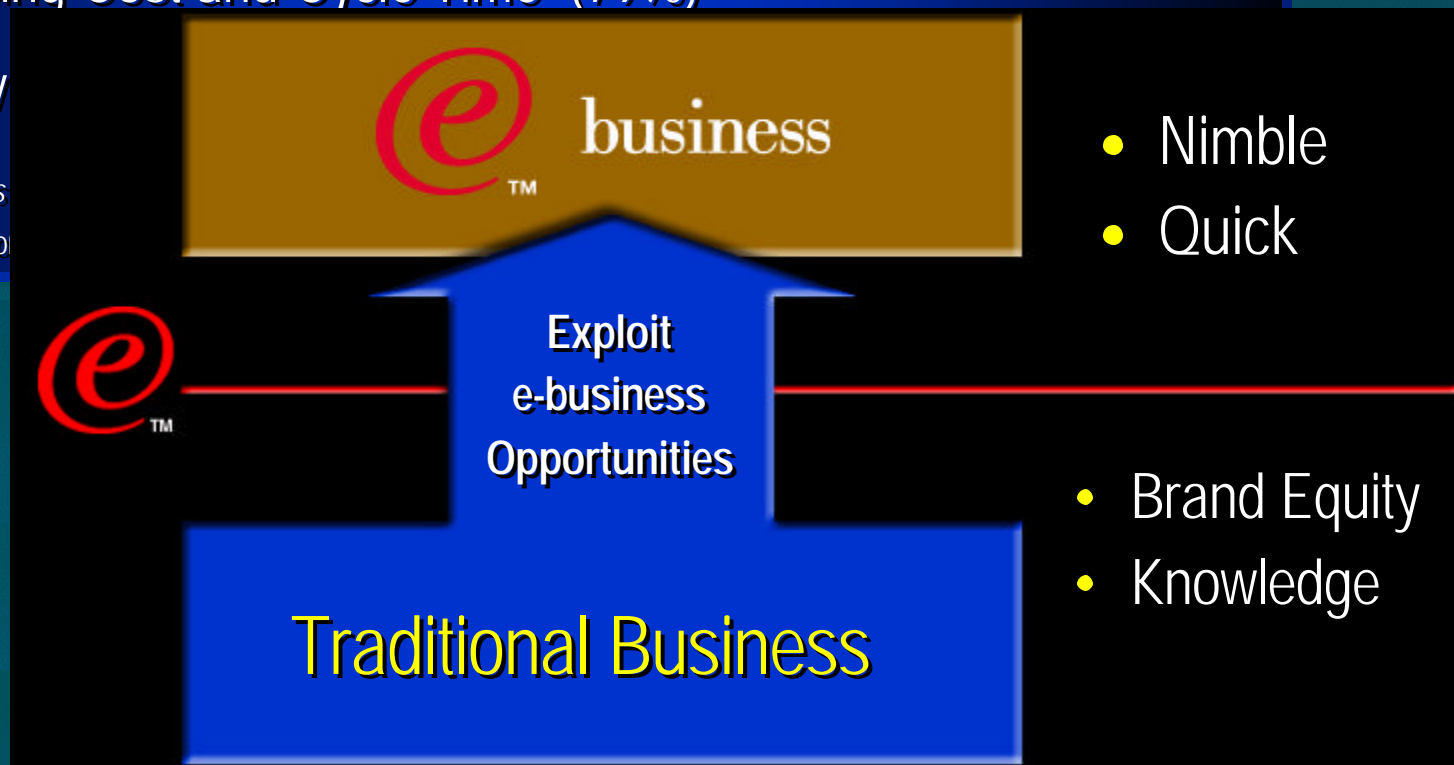
"Fenby, find our Intellectual Capital and transfer some of it to the Minsk office."

[Home](#) | [Perception Management™](#) | [Corporate Overview](#) | [Capabilities](#) | [Insights](#) | [Careers](#) | [Visitors Survey](#)

New Competitive Landscape

1. Increasing Globalization (94%)
2. Improving Knowledge Management (88%)
3. Reducing Cost and Cycle Time (79%)
4. Improv

Source: *The Nations*
Survey for Foundatio



"...traditional businesses - so often portrayed as deer in the Web headlights - have been studying the new guys well."

The Current Reality

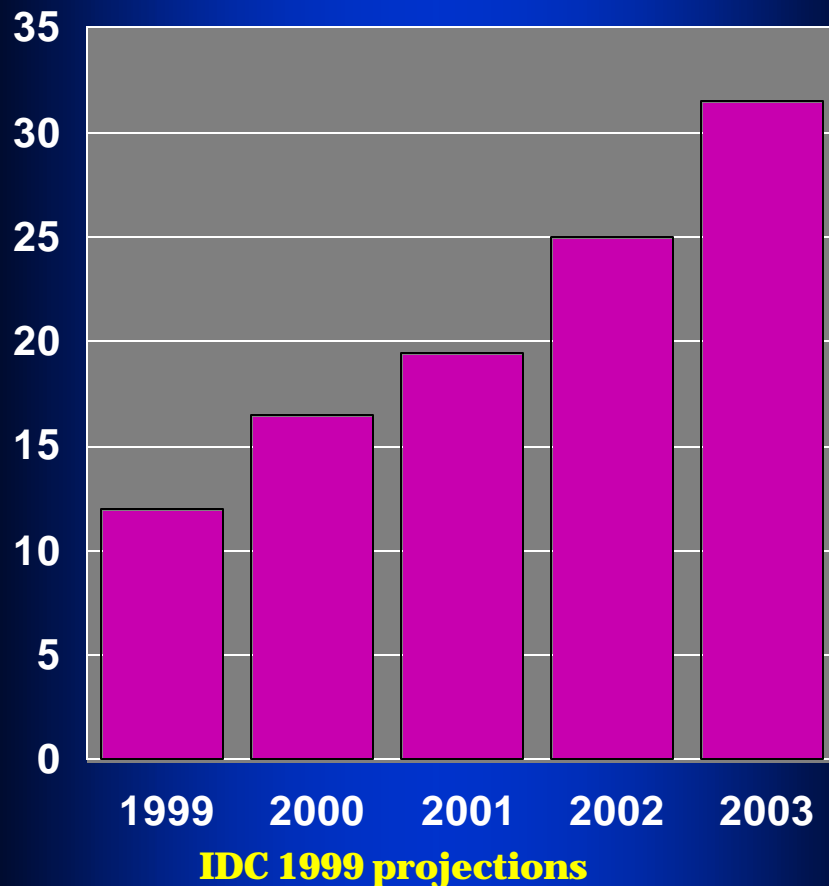


Lotus.

Knowle
Lotus.

Knowledge Deficit Quantified

Annual Knowledge-Deficit
F500 Companies



- Deficit measures:
 - ▶ Intellectual rework
 - ▶ Substandard performance
 - ▶ Inability to find information and experts
- Cost per employee
 - ▶ 1999 = \$5000
 - ▶ 2003 = \$5850

Lotus.

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Knowledge management

KM is a discipline ...

- ... to systematically leverage information and expertise to improve organizational performance.

ASSET UTILIZATION

REVENUE EXPANSION

Efficiency



Re-use captured intellectual assets

Responsiveness



Marshall resources to respond to unanticipated events

Competency



Manage knowledge transfer to improve employee skills

Innovation



Bring people together across time and geography to share ideas

IBM/Lotus Knowledge Management Roadmap



*Knowledge management

Technology Pillars of Knowledge Management

PEOPLE

PLACES

THINGS

Lotus.



Knowledge management

The Five Knowledge Management Technologies

Business Intelligence

Data Warehousing
Data/Text Mining OLAP

Collaboration

Groupware
Synchronous Messaging E-mail

Knowledge Transfer

Computer-Based Training
Distributed Learning Live Collaboration

Knowledge
Discovery & Mapping

Search
Classification/
Navigation

Expertise

Expertise
Visualization

Well-known,
but evolving

Revolutionary

Raven

Value Through Integration

Portal
Desktop

Teams &
Communities

Document
Management

Expertise
Location

Search

Collaborative Infrastructure

Lotus.

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Knowledge management

Value Through Integration

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Lotus.

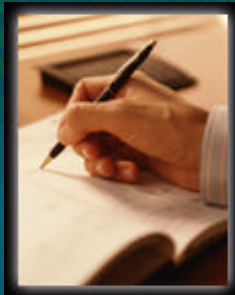
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Knowledge management

Leverage the IBM KM Community

KM EDUCATION

THOUGHT LEADERSHIP



Advanced Business
Institute (ABI)



Lotus Institute
IKM

INTERNAL
EXPERIENCE



Knowledge Networks
Software Communities

CONSULTING



KM Consulting
& Solutions
Lotus Consulting



PRODUCTS



IBM Software
Lotus Software

R&D



IBM Research
Lotus Research

Lotus.



*Knowledge management

Delivering Project Raven



1. – Ready-made portal application
2. – Convergence point for People, Places, Things
3. – Collaboration and Community

1. – Scans content, user activity
2. – Discovers PPT relationships
3. – Analyzes the "digital bread crumbs" from above

The Lotus/IBM View of a Portal

Presentation

Navigation & Display

Backend
Services

Discovery, Personalization
& Collaboration

Content Access

Lotus.

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Knowledge management

Delivering Project Raven



1. – Ready-made portal application
2. – Convergence point for People, Places, Things
3. – Collaboration and Community

1. – Scans content, user activity
2. – Discovers PPT relationships
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"Raven" Discovery Server Technology Update

KW Find

KMap | Browse & Search

Find: ☐ within this category **GO**

Category: [Home](#) > [Notes/Discussion](#) > : [Application Design](#)

Sub-Categories

- [Documents](#)
- [Fields](#)
- [Forms](#)
- [Web Applications](#)
- [Databases](#)
- [Formulas](#)
- [Views](#)
- [Templates](#)

Documents - 28

Title	Value
RE: Event for Open Design	26.09
How does a non-designer delete a shared private view?	17.39
RE: Illegal Circular Use: Core Email Classes?	39.13
RE: Designer Client Folders -GUI	0.00
Suggestions & Questions	
RE: Design Refresh vs. Design Replace	25.00

People - 29

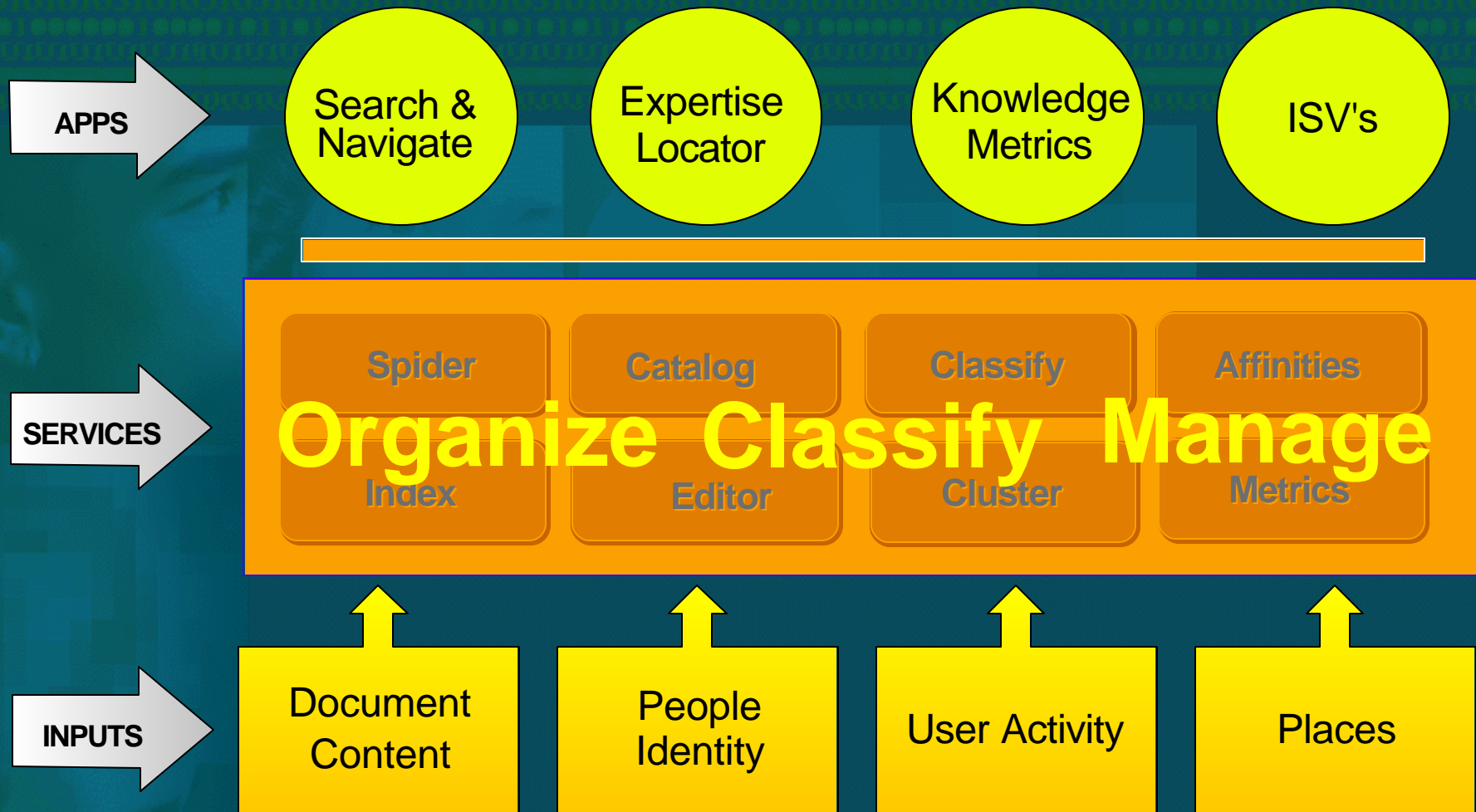
Name	Affinity
Jim Joy	100.00
Kelly Tannert	100.00
Ruth Driscoll	60.00

Related Categories - 0

Places - 08

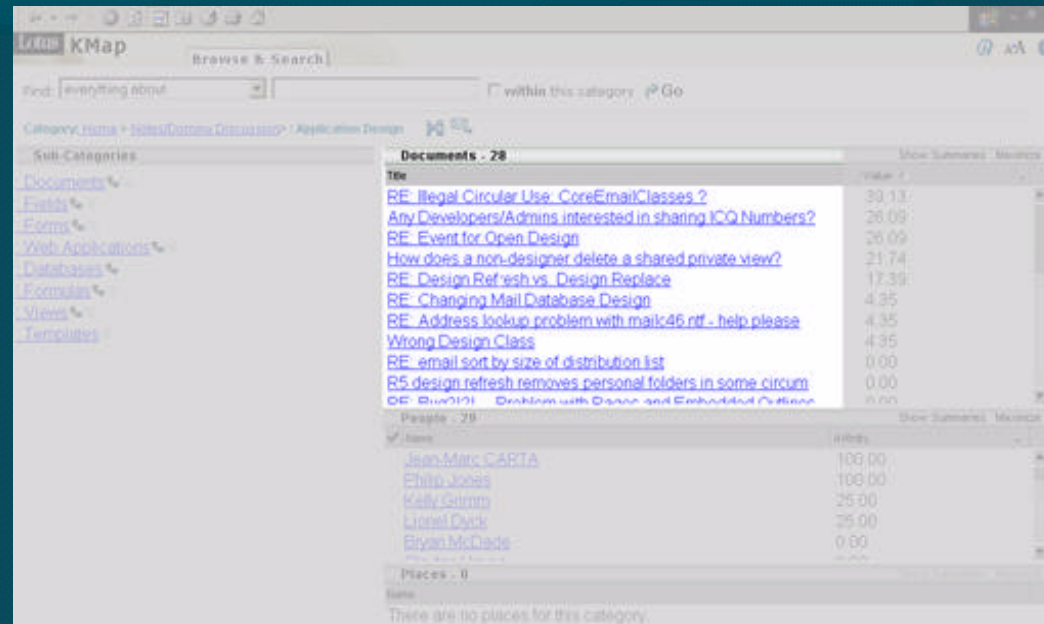
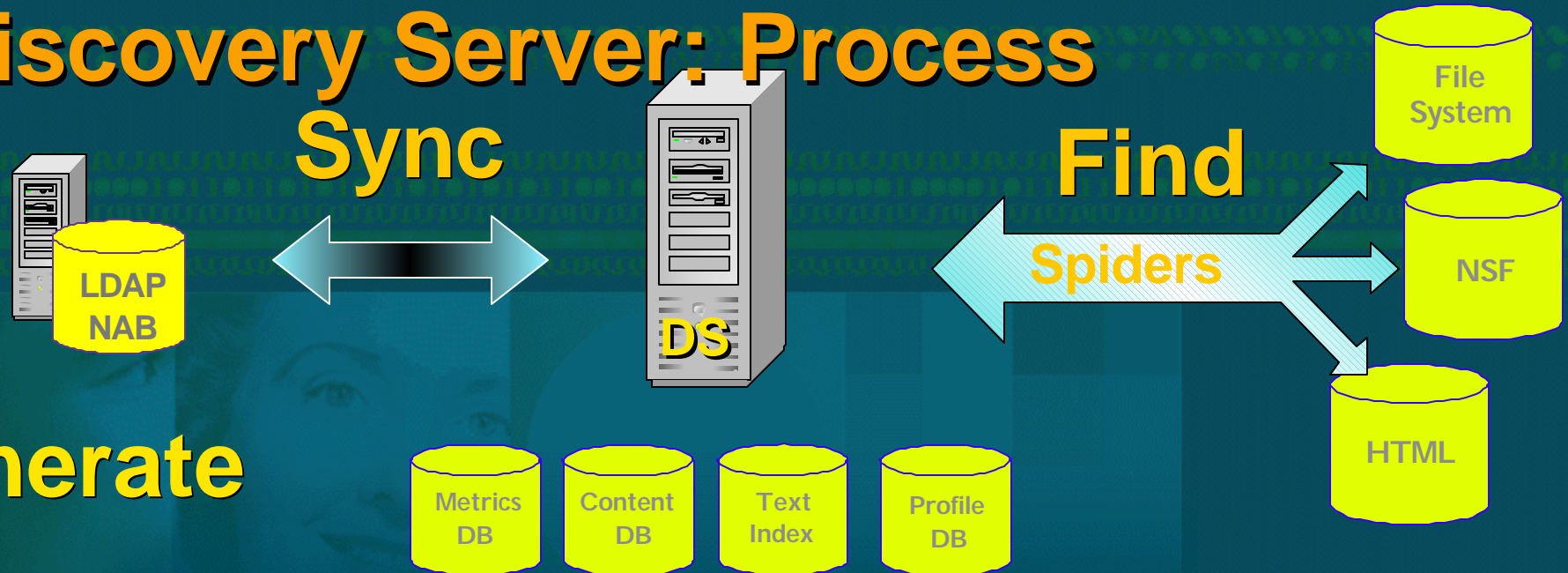
- [Shared Place](#)
- [Public Place](#)

Discovery Engine



Discovery Server: Process

Generate
Analyze
Regenerate



DS User Interface (Kmap)

The screenshot shows the Lotus KMap application window. The title bar reads 'Lotus KMap'. Below the title bar is a 'Browse & Search' tab. The search bar contains the text 'everything about' and a 'Go' button. The breadcrumb trail indicates the current category is 'Application Design'. On the left, a 'Sub-Categories' list includes Documents, Fields, Forms, Web Applications, Databases, Formulas, Views, and Templates. The main content area displays three sections: 'Documents - 28', 'People - 29', and 'Places - 0'. Each section has a 'Show Summaries' and 'Maximize' link. The 'Documents' section lists various titles with their corresponding values. The 'People' section lists names with their affinity values. The 'Places' section is empty.

Find: ☐ within this category [Go](#)

Category: [Home](#) > [Notes/Domino Discussion](#) > [Application Design](#)

Sub-Categories

- [Documents](#)
- [Fields](#)
- [Forms](#)
- [Web Applications](#)
- [Databases](#)
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- [Views](#)
- [Templates](#)

Documents - 28 [Show Summaries](#) [Maximize](#)

Title	Value
RE: Illegal Circular Use: CoreEmailClasses ?	39.13
Any Developers/Admins interested in sharing ICQ Numbers?	26.09
RE: Event for Open Design	26.09
How does a non-designer delete a shared private view?	21.74
RE: Design Refresh vs. Design Replace	17.39
RE: Changing Mail Database Design	4.35
RE: Address lookup problem with mailc46.ntf - help please	4.35
Wrong Design Class	4.35
RE: email sort by size of distribution list	0.00
R5 design refresh removes personal folders in some circum	0.00
RE: Bug2121 - Problem with Pages and Embedded Outlines	0.00

People - 29 [Show Summaries](#) [Maximize](#)

Name	Affinity
Jean-Marc CARTA	100.00
Philip Jones	100.00
Kelly Grimm	25.00
Lionel Dyck	25.00
Bryan McDade	0.00
Gordon Hogg	0.00

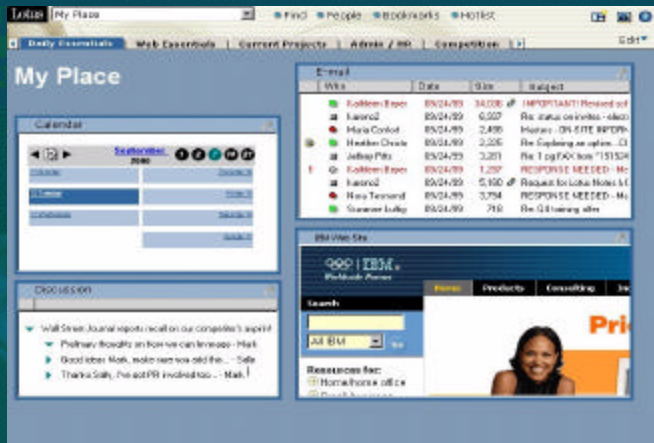
Places - 0 [Show Summaries](#) [Maximize](#)

Name

There are no places for this category.

Key Features

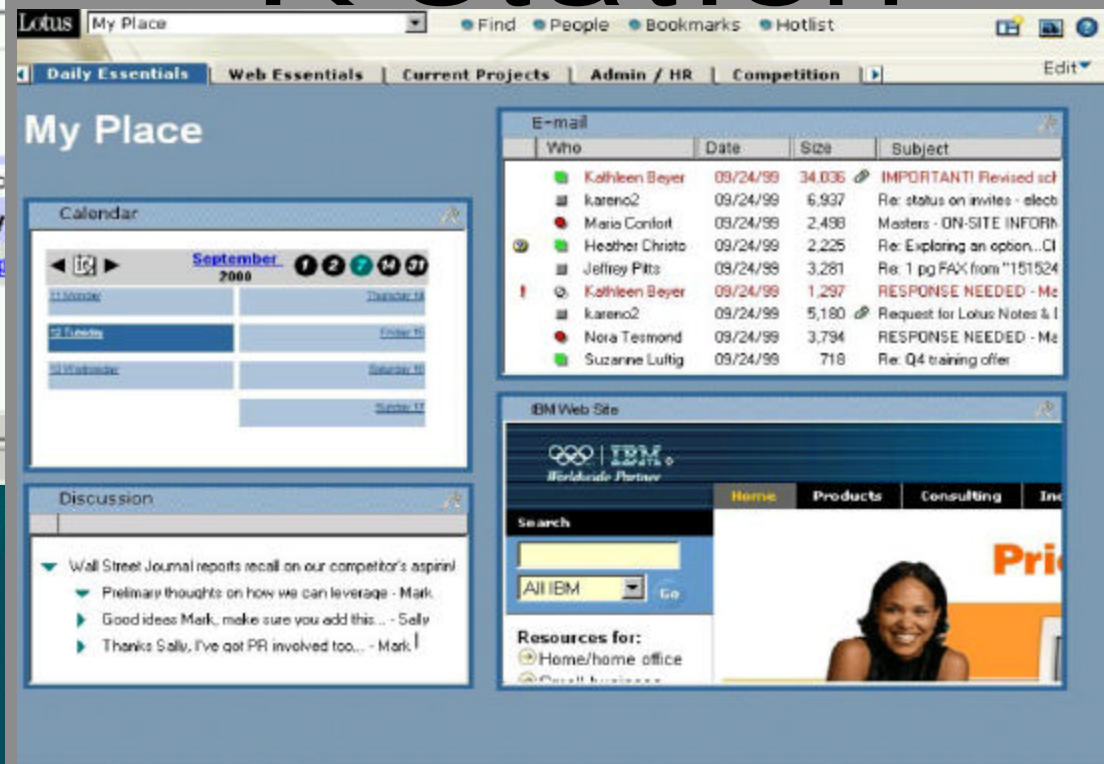
- Portal navigation, layout
 - knowledge views, pages, places
 - dynamic window placement/sizing
- People Awareness
 - directory integration, security, online awareness, realtime communications
- Collaborative Places
 - Task management, document library, discussion



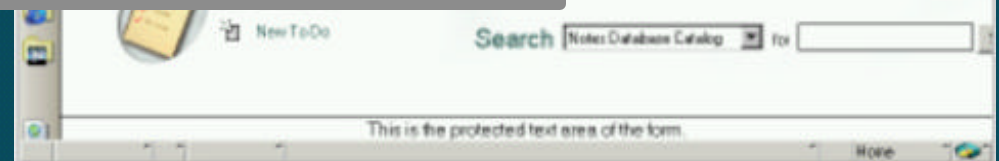
Business Intelligence	Data Warehousing
	Data/Text Mining OLAP
Collaboration	Groupware
	Synchronous Messaging E-mail
Knowledge Transfer	Computer-Based Training
	Distributed Learning Live Collaboration
Knowledge Discovery	Search
	Classification/ Document Navigation Management
Expertise	Expert Network
	Visualization Affinity Identification



K-station



Ready-made knowledge portal



Knowledge management

Raven Benefits

■ INTEGRATE	→ integrate KM services into a single infrastructure
■ ANALYZE	→ derive value by analyzing end user activity, expertise and content
■ AUTOMATE	→ automate labor intensive activities so administrators can focus on solving business problems

Knowledge Management Suite

Lotus K-station

Discovery Engine

Expertise Locator

Manages
demographic and
affinity information

Content Catalog

Connects people and
content in context to
discover meaning,
value and relationships

Lotus.



Knowledge management